

Statewide Lodging Performance										
Market Year	Month of January					Year-to-Date				
	Occupancy	ADR	RevPAR	Demand	Supply	Occupancy	ADR	RevPAR	Demand	Supply
United States										
2007	52.5%	\$99.95	\$52.50	71,483,438	136,075,895	52.5%	\$99.95	\$52.50	71,483,438	136,075,895
2008	51.6%	\$105.64	\$54.52	71,657,879	138,845,311	51.6%	\$105.64	\$54.52	71,657,879	138,845,311
% change	-1.7%	5.7%	3.8%	0.2%	2.0%	-1.7%	5.7%	3.8%	0.2%	2.0%
Mountain										
2007	58.0%	\$112.70	\$65.35	9,374,711	16,168,825	58.0%	\$112.70	\$65.35	9,374,711	16,168,825
2008	55.6%	\$117.97	\$65.56	9,186,099	16,530,037	55.6%	\$117.97	\$65.56	9,186,099	16,530,037
% change	-4.1%	4.7%	0.3%	-2.0%	2.2%	-4.1%	4.7%	0.3%	-2.0%	2.2%
State of Arizona										
2007	67.2%	\$122.67	\$82.49	2,062,935	3,067,853	67.2%	\$122.67	\$82.49	2,062,935	3,067,853
2008	59.7%	\$125.14	\$74.77	1,878,712	3,144,578	59.7%	\$125.14	\$74.77	1,878,712	3,144,578
% change	-11.2%	2.0%	-9.4%	-8.9%	2.5%	-11.2%	2.0%	-9.4%	-8.9%	2.5%
Metro Phoenix										
2007	75.6%	\$145.44	\$109.94	1,227,301	1,623,718	75.6%	\$145.44	\$109.94	1,227,301	1,623,718
2008	65.3%	\$152.29	\$99.45	1,085,519	1,662,406	65.3%	\$152.29	\$99.45	1,085,519	1,662,406
% change	-13.6%	4.7%	-9.5%	-11.6%	2.4%	-13.6%	4.7%	-9.5%	-11.6%	2.4%
Metro Tucson										
2007	71.6%	\$116.63	\$83.54	337,429	471,076	71.6%	\$116.63	\$83.54	337,429	471,076
2008	62.5%	\$112.55	\$70.37	299,614	479,198	62.5%	\$112.55	\$70.37	299,614	479,198
% change	-12.7%	-3.5%	-15.8%	-11.2%	1.7%	-12.7%	-3.5%	-15.8%	-11.2%	1.7%
Flagstaff AZ										
2007	43.8%	\$63.14	\$27.65	66,701	152,334	43.8%	\$63.14	\$27.65	66,701	152,334
2008	46.4%	\$67.25	\$31.18	70,079	151,156	46.4%	\$67.25	\$31.18	70,079	151,156
% change	5.9%	6.5%	12.8%	5.1%	-0.8%	5.9%	6.5%	12.8%	5.1%	-0.8%
Non-metro AZ										
2007	53.5%	\$71.22	\$38.08	486,356	909,602	53.5%	\$71.22	\$38.08	486,356	909,602
2008	49.9%	\$73.59	\$36.75	469,185	939,517	49.9%	\$73.59	\$36.75	469,185	939,517
% change	-6.7%	3.3%	-3.5%	-3.5%	3.3%	-6.7%	3.3%	-3.5%	-3.5%	3.3%

Source: Smith Travel Research